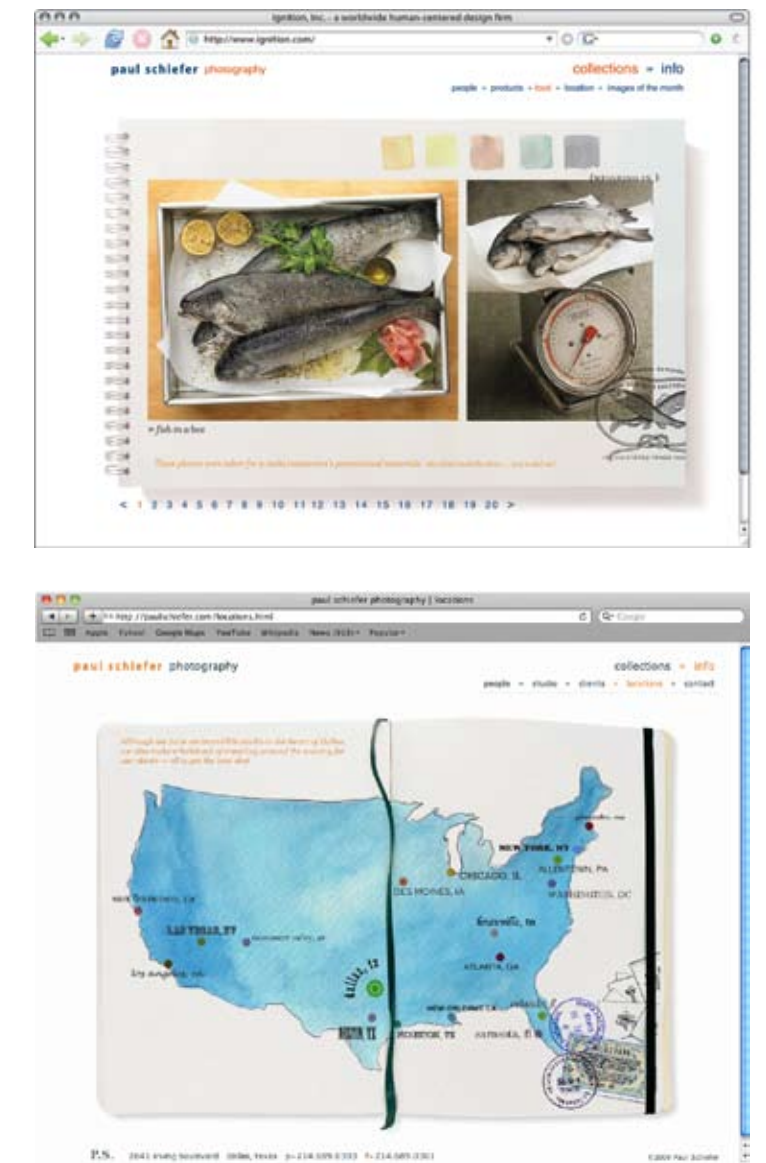


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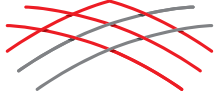








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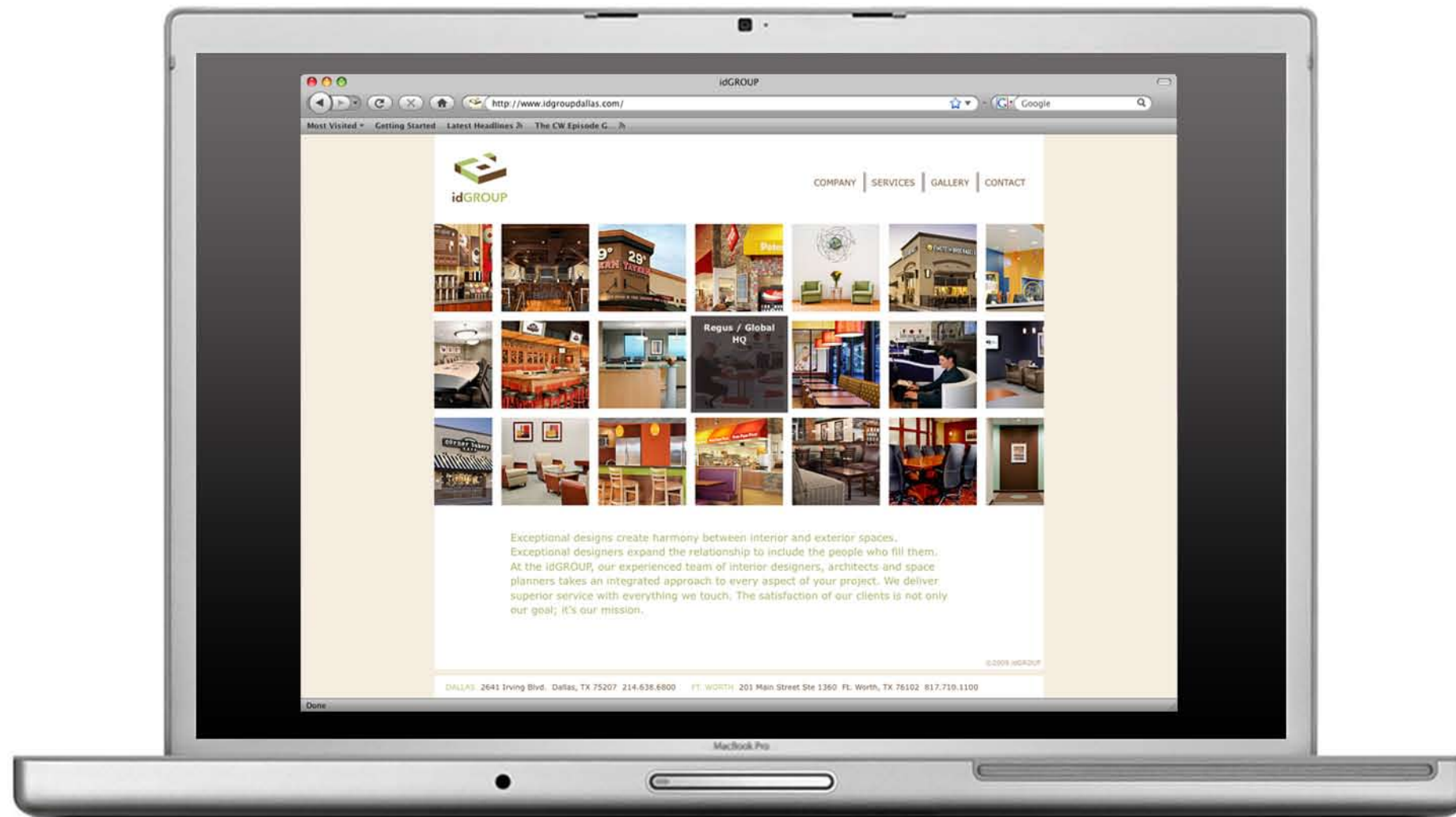


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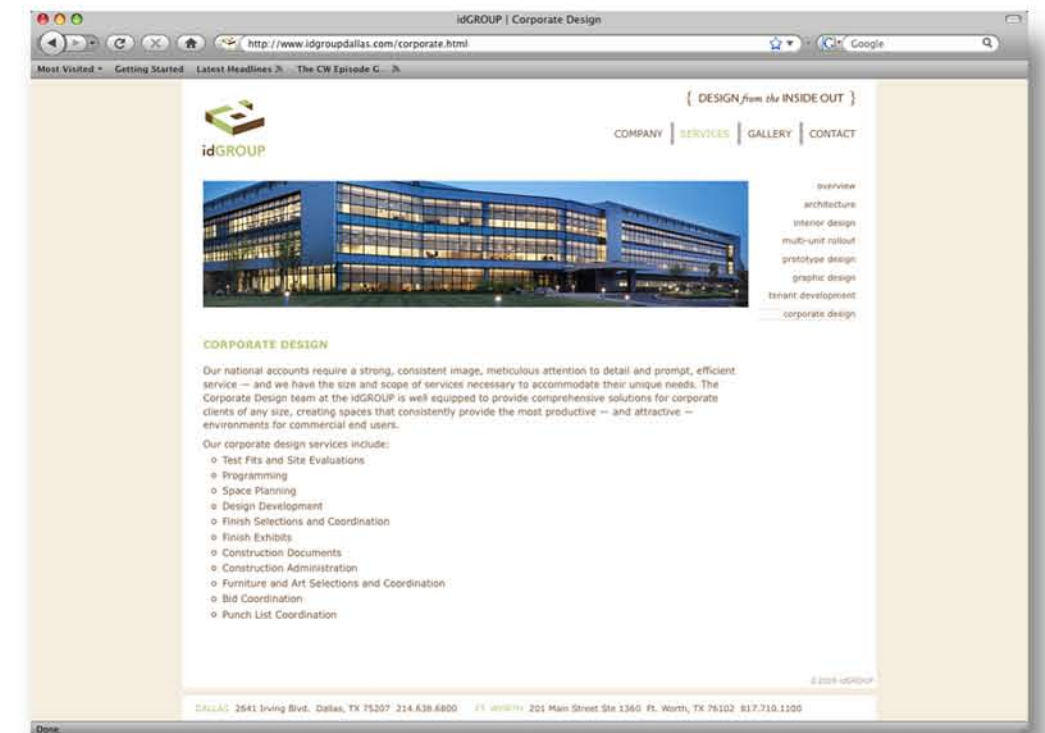
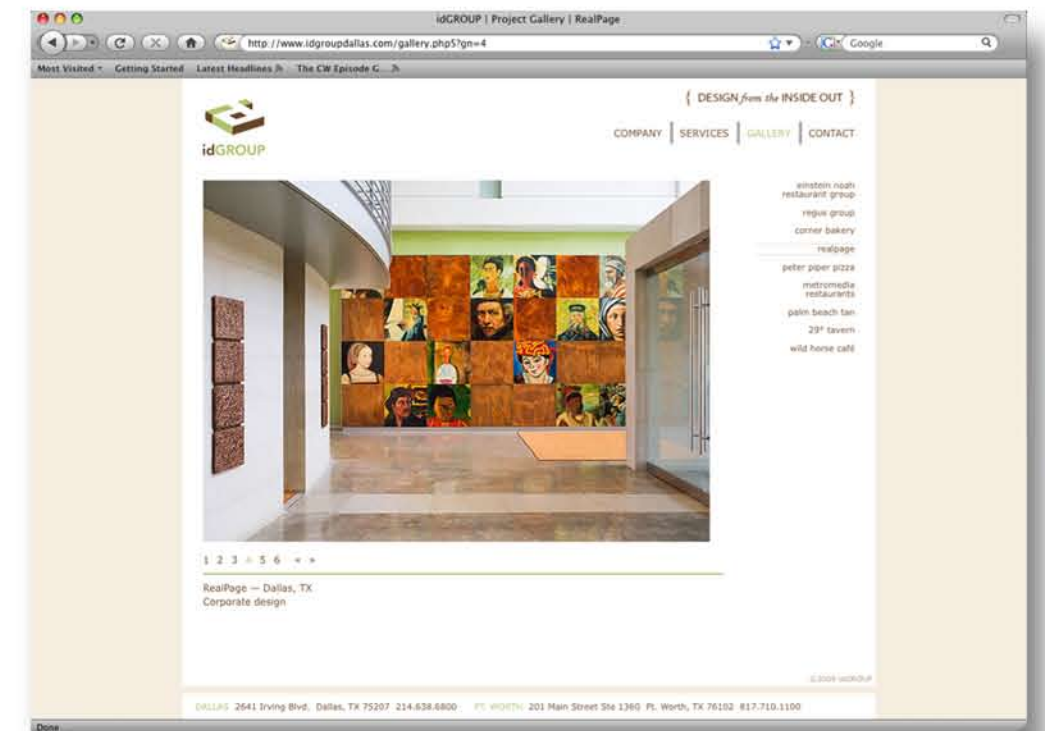
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## consumers are picky MAKE SURE THEY PICK YOU

Ignition is a design and product development company. We create ideas, and we turn them into successful products. Using our unique approach, we identify needs in the marketplace. Then we come up with must-have solutions that generate a lot of buzz – and even more demand. We know that consumer insight is the key to results at the register. So to grasp what consumers want, we look for the unexpected in the everyday. It's more than what's "now." With Ignition, you can **BE WHAT'S NEXT.**

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## people talk LEAVE THEM SPEECHLESS

Ignition is a design and product development company. We help our clients turn great ideas into successful new products. Products that get people talking. Products that build your brand by connecting with consumers. We don't just want a successful brand to be good – we want to impact consumers not just once, but over and over again. At Ignition, we want to do more than create your next great product. We want to help you **BE WHAT'S NEXT.**

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## make big connections WITH IMPORTANT CONSUMERS

Ignition is a design and product development company. We help our clients turn great ideas into successful new products. By studying people's everyday lives, we gain insight into what they need and want. This insight helps us create products that matter to them. Products that stand out in the market. Products that make you a leader in your industry. All this to help you connect with your customers and **BE WHAT'S NEXT.**

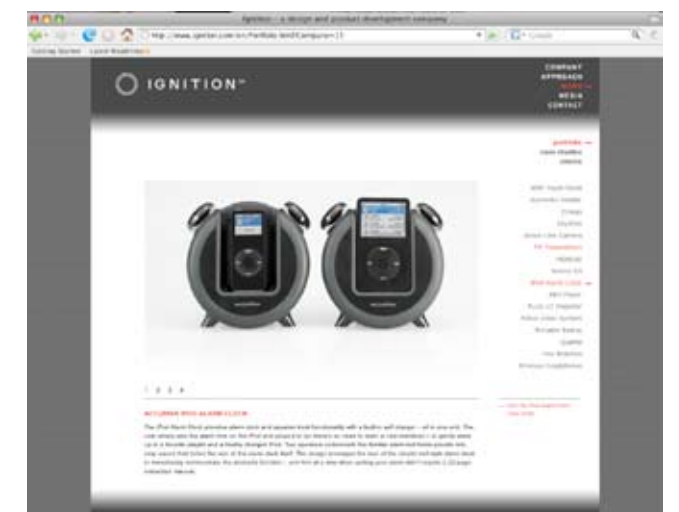
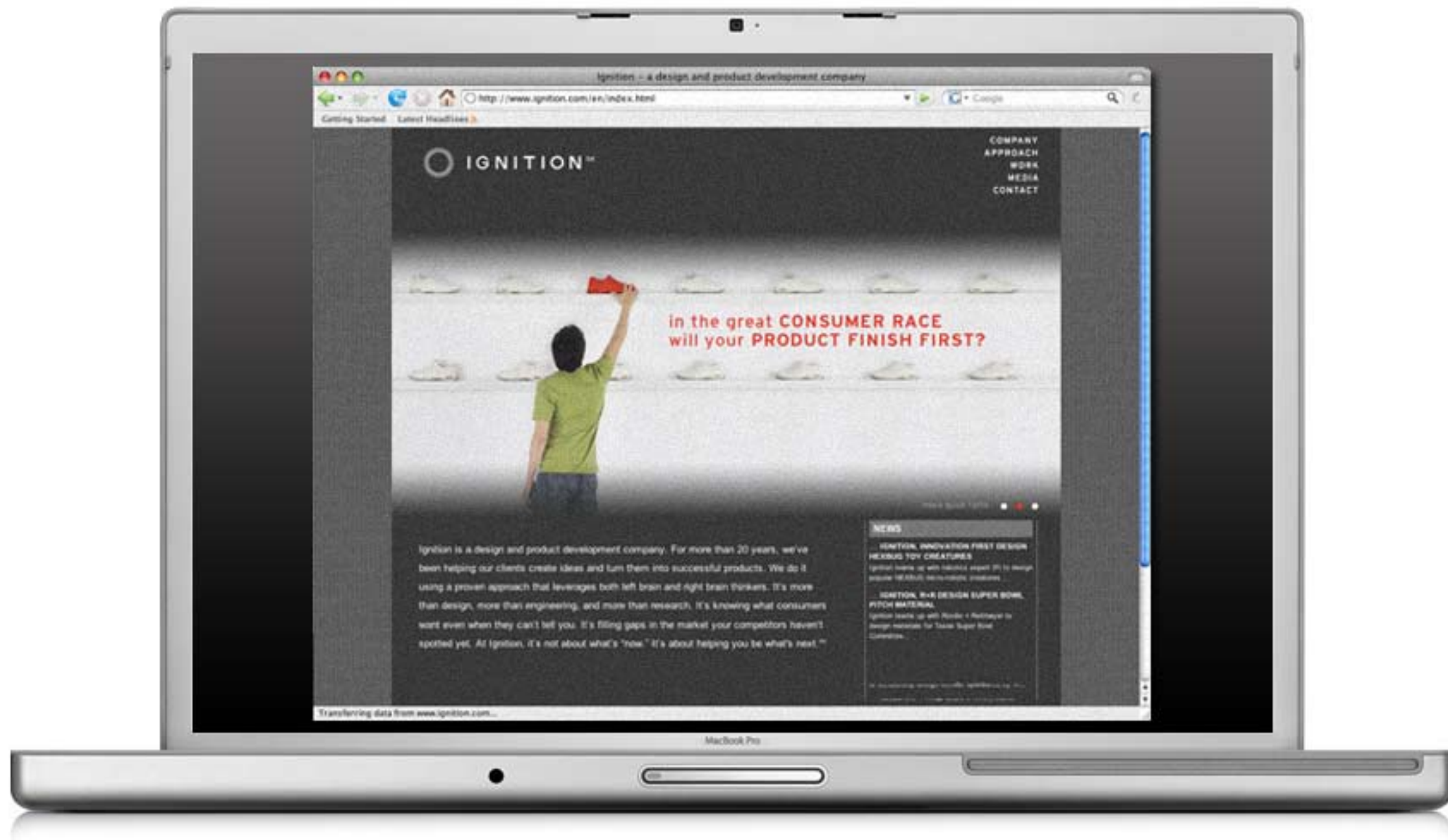
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## technology is everywhere MAKE YOURS COME TO LIFE

Ignition is a design and product development company. We help our clients turn great ideas into successful new products. We work with new technologies everyday, but our passion is designing products that connect with people. Products consumers can't get along and investors can't resist. At Ignition, we get excited about new ideas, and it's this excitement that will help you – and your technology **BE WHAT'S NEXT.**

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## Secondary Marks



## Typography

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## Colors



PMS 425



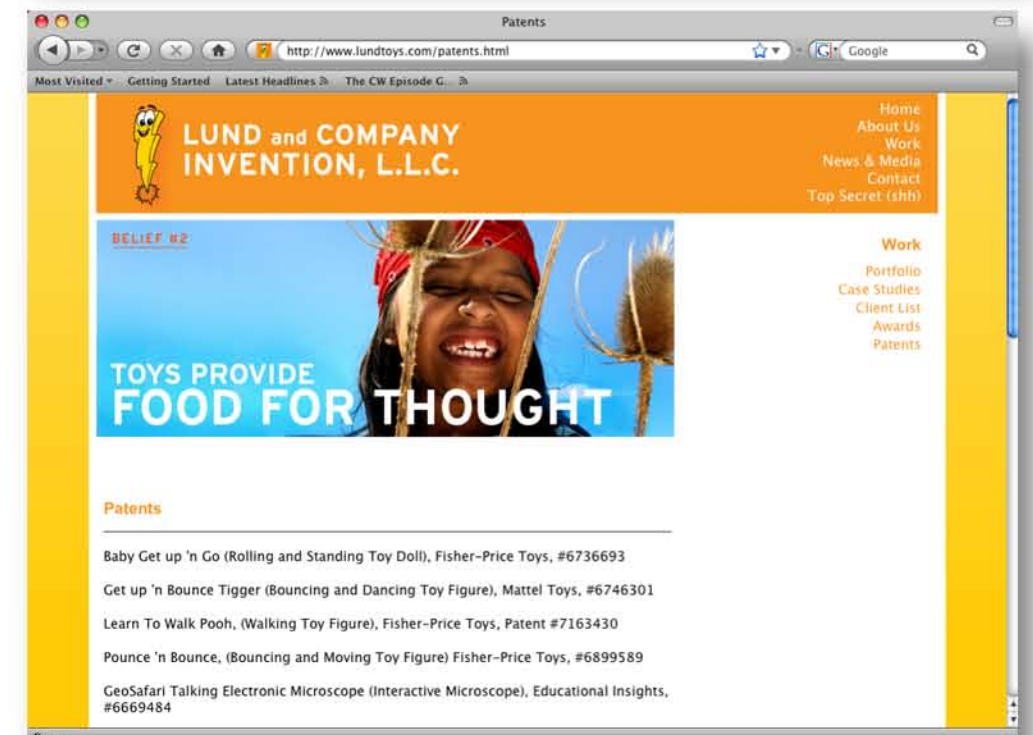
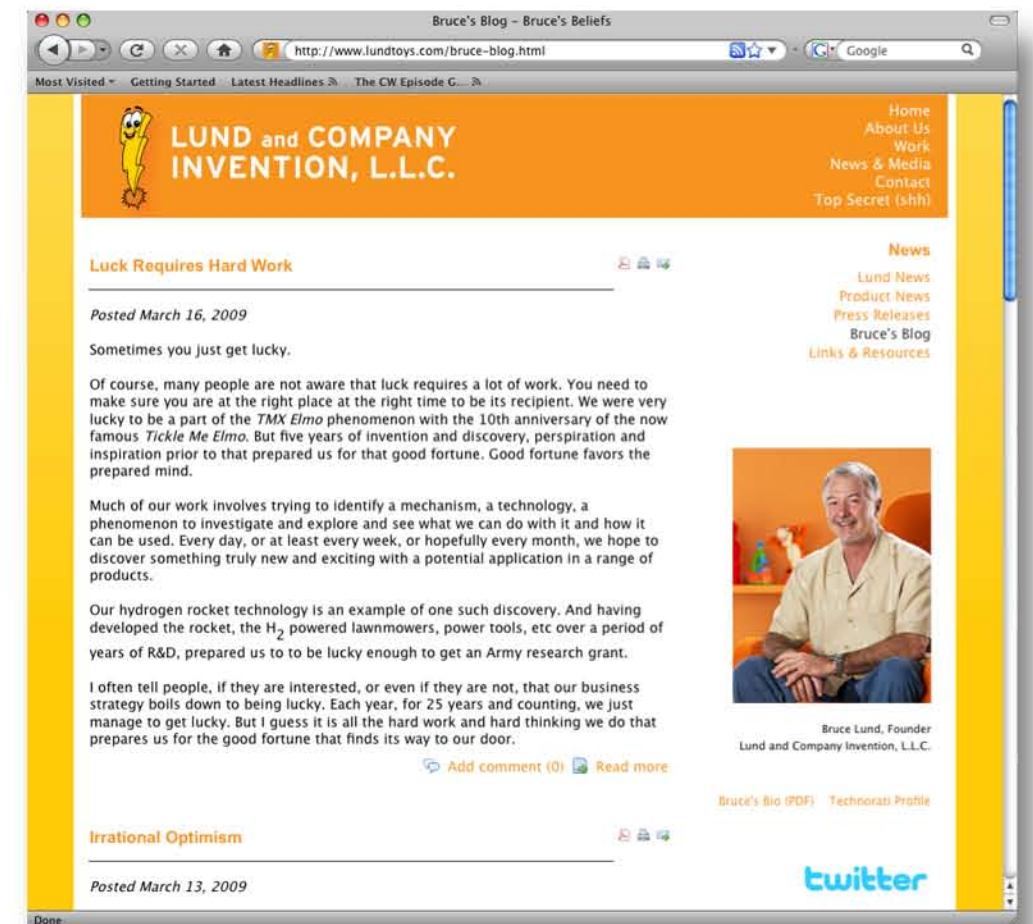
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## Collateral





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EVERYTHING I KNOW  
ABOUT BUSINESS,  
I LEARNED  
PLAYING WITH TOYS

Long ago, a respected toy industry colleague told me that a year in the toy business is like 7 years in a dog's life. Now if each dog year is 7 years, well, I never did the math, but that would be a long time. Never could have imagined the adventures, the challenges, the joys and the triumphs that we have experienced to the fullest. It has been a great 25 years and I am glad to share some of the things I have learned with you...

*Brian D. Lund*

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**BELIEVING  
MAKES THINGS HAPPEN**



BELIEF #100

**OVERNIGHT SUCCESS  
TAKES 20 YEARS**



BELIEF #103

**IMAGINATION  
CHANGES EVERYTHING**




BELIEF #138

**THE MEANING OF LIFE  
IS TO BE IMPORTANT IN THE  
LIVES OF OTHERS**

BELIEF # 23

**PERSISTENCE  
SUCCEEDS ABOVE ALL ELSE**







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IS IMPORTANT BUSINESS

CELEBRATING 25 YEARS of INVENTION for the TOY INDUSTRY



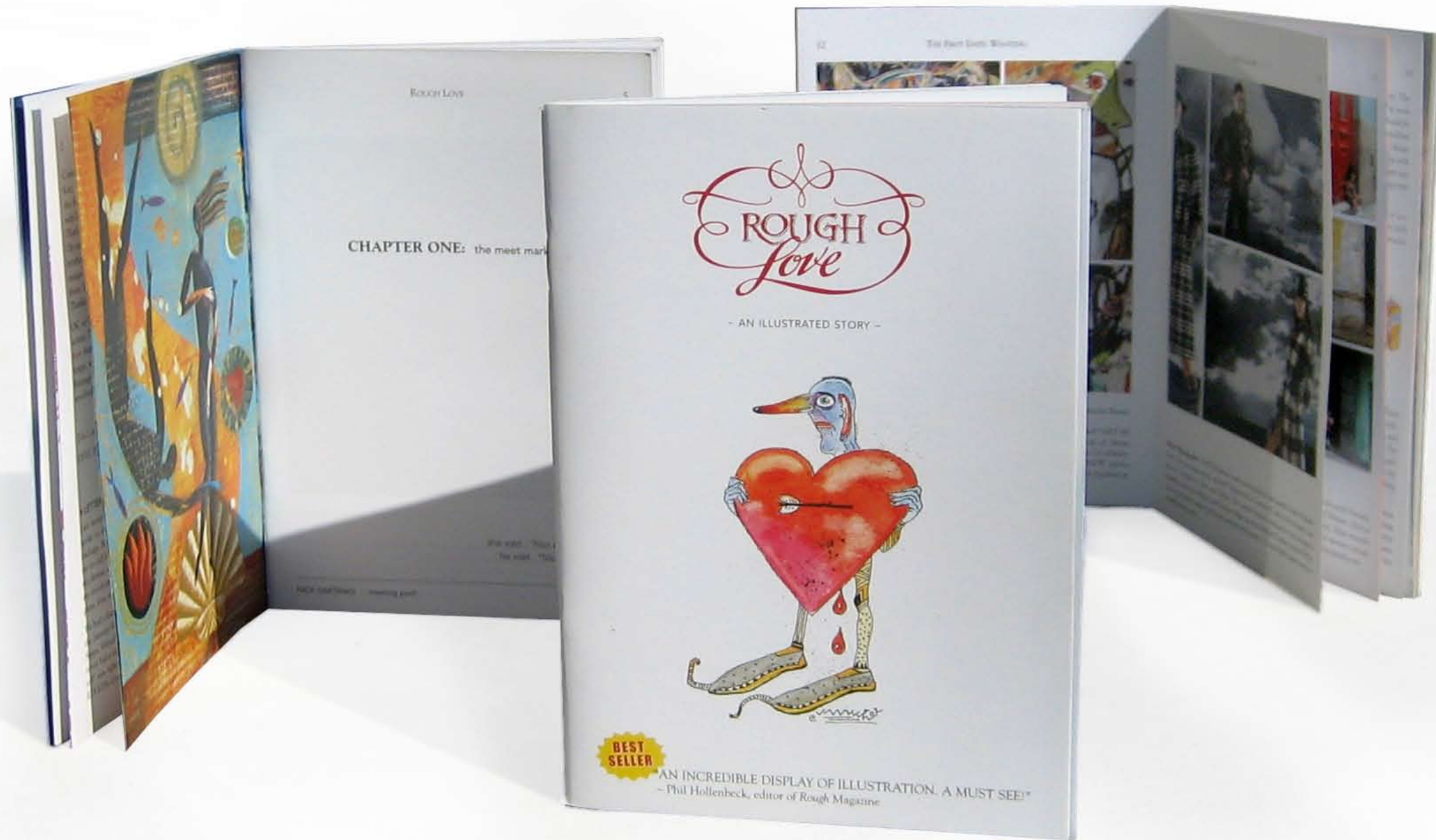
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Lund and Company Invention, L.L.C. is a toy design and product invention company. At Lund, we believe toys change the world. The legendary architect Frank Lloyd Wright credits his kindergarten wooden block set with inspiring his architectural future. The Wright brothers credit a toy airplane from their father as their inspiration to pursue flight, leading to the first powered airplane. Through play, toys influence the contributions each of us will make to the world as adults. With all that riding on it, WE BELIEVE PLAY IS VERY IMPORTANT BUSINESS.

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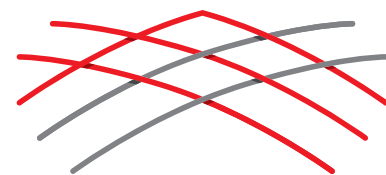




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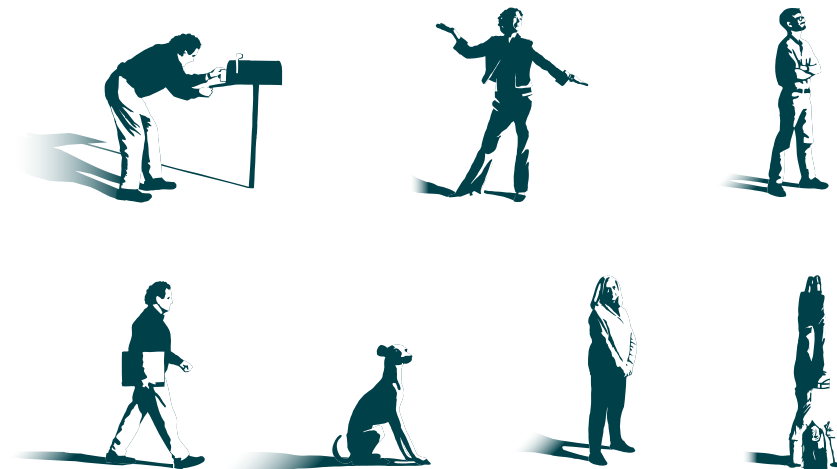


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THANK YOU from the HELLO studio